

**PSI/PROMARK**  
**Annual report (June 09 to September 2010)**

**Overview**

PSI/HAITI commenced PROMARK project activities in May 2009 following signature of the contract with USAID in April and participation in the project kick-off meeting with key PSI and USAID project personnel on May 27<sup>th</sup>. The total project period is three years from April 2009 through April 2012 with the possibility of an extension for two additional years subject to PSI's performance and the availability of funding. The primary goal of the PROMARK contract it is to reinforce social marketing as a viable strategy to improve the health of Haitian people, by promoting healthy behaviors through behavior change communication (BCC), health product promotion and sales strategies.

PROMARK activities will not only reinforce the distribution of socially marketed products but will also promote the adoption of safe behavior through behavior change communications messages and campaigns in the three health areas targeted by the project: HIV/AIDS, family planning and child survival. Products socially marketed by the project are:

- For HIV: male condom (PANTE) and female Condom (REYALITE)
- For Family Planning: the injectable depo-provera (CONFIANCE) and the combination oral contraceptive pill (PILPLAN)
- For Child Survival: oral rehydration salt (SEL LAVI) and the product to treat household water (DLO LAVI)

Project activities are nationwide with a particular focus on expanding access to health products and information in areas outside of Port-au-Prince and in rural communities. In order to increase the reach of communications and outreach activities, PSI has sub-contracted two partner organizations which will specifically implement community based training and IEC activities under PSI supervision and technical guidance. Project partners and areas of intervention are:

- FOSREF will cover five departments the North, North-west, Nord-east, Artibonite, Grande Anse and the Metropolitan area and south side of the west's department.
- The consortium Christian AIDS and POZ will cover fours departments: The South, The south-east Nippes and the North side of the west's department from Source Matelas to Arcahaie.

This project will focus on reaching the following target populations:

HIV: Youth, commercial sex workers (CSW) and PLWHA.

Family planning: All women of reproductive age 15-49 years old and their partners.

Child Survival: Caretakers responsible for children under five years of age.

**OBJECTIVES:**

The project objectives are as follows:

- Increase **informed demand** for the products through branded and behavior change communications by focusing efforts on the significant drivers of behavior for each selected target audience identified through quantitative and qualitative research.
- **Expand the reach of the current PSI programs and activities into rural areas**, while targeting those most at risk.

## **NARRATIVE AND PROGRAMMATIC REPORT**

The purpose of this report is to show the evolution of the first 16 months of the project (From June 09 to September 10) by presenting the activities and results achieved. Descriptions of the activities as well as the results are presented according to activity groups and programs: HIV, Family Planning and Child Survival.

### **IMPLEMENTATION OF THE PROJECT**

The implementation of the project started in early June. PSI first met with its partners in order to design a mapping of interventions. The way the project was conceived, PSI was leading organization for the promotional activities around its marketed products, while our main partners (FOSREF and CA/POZ) would put the focus on Sensitization of the population through mass and IPC activities. In addition to conducting communications activities PSI was also responsible for the supervision of the partner's activities in order to harmonize the messages occurring during the different interventions.

All of PSI's nine field Coordinator (FC) one in each department are now operational and play big roles in coordinating, Planning and Supervising PSI and the main partner activities in their respective department. They also support the different activities at the departmental level in coordination with to the different program coordinators of the MSPP/Departmental Health Direction.

### **COORDINATION with and SUPPORT to MSPP and others PARTNERS.**

For this year PSI has the opportunity to support some of the MSPP activities and to take part in initiatives to elaborate new norms (new national norms and protocols for Family Planning and Sexual and Reproductive health, new norms for the PMTCT and to work on the Strategic Plan to eradicate neonatal syphilis and to reduce the transmission of HIV from mother to child. etc....) or guidelines (New HIV protocol for Adults and adolescents patient etc....) with different central directions of the MSPP. During this period PSI was greatly involved in some Central Direction agenda of the MSPP like: DPS/PE, DSF, PNLS, DPM/MT, and DRH among others.

PSI also worked with other governmental clusters like the WASHAN cluster led by the DINEPA or International cluster like OCHA, USG partner's family planning working group.

PSI also took part in activities with some other NGO's and UN agency like UNFPA, UNAIDS, MSH, FHI, LMS etc....

### **I- POSTEARTHQUAKE ACTIVITIES**

After the earthquake of January 12<sup>th</sup>, PROMARK had to respond to the new needs of the populations, particularly those living in camps. During five months from February to early July PSI targeted this needy population. Beside the DPS/PE, PROMARK took the lead of the communication campaign to provide information about hygiene, FP and HIV to internally displaced people (IDP) living in camps.

With the help of DPS/PE PSI among other partners decided to intervene in the sites by providing messages to the population. Different topics were considered:

- 1- Water and Sanitation
- 2- Child Survival
- 3- Family Planning, Sexual Violence against women, Early Pregnancy etc...
- 4- HIV/AIDS and others STI's
- 5- Post Earthquake Psychosocial Support

The strategies chosen by PSI in accordance with the Ministry of Health DPS/PE, was the use of sound trucks to air messages, in and around the camps and to intervene with IPC ( inter personal communication) activities to address the needs of our target population. We also used our cine mobile team for the IPC interventions.

Through our cine mobile activities a total of 40 video documentary projections were broadcasted nationwide, reaching a total of 22,750 persons among them: 12,400 with HIV Messages and 8350 with hygiene, sanitation and water messages, 2000 people were also reached during special events (mass promotion activities, airing of PSI spots, product promotion, etc).

Through the sound truck strategy, PROMARK conducted 129 activities and reached 171,250 persons mostly with messages on hygiene, sanitation and safe water in addition to HIV/AIDS and Family planning.

With the approval of USAID, PSI was able to make some products available to IDPs affected by the earthquake. A free distribution and hanging of 1731 treated bed nets and trash cans were distributed to the displaced population. PSI under PROMARK also distributed for free through some partners 30,192 bottles of DLO LAVI and 6,000 units of SEL LAVI. These products were given to:

- American Red Cross: 25,000 bottles of DLO LAVI. These products were added to kits that were distributed to populations living in camps in the Metropolitan Area.
- MSPP/DSSE: 3000 bottles of DLO LAVI and 1000 units of SEL LAVI. These products were for the population of the South East, one of the regions that have been severely devastated by the earthquake.
- Consortium of CA/POZ: 2000 bottles of DLO LAVI and 5000 units of SEL LAVI. They are one of our main partners in PROMARK.
- LMS: 192 bottles of DLO LAVI. These products were distributed in a small camp site near their office.

## **II- REGULAR PROMARK ACTIVITIES**

### **1- STRATEGIES**

The strategies chosen by PROMARK to reach out to its target populations are to sensitize people by helping them to adopt healthy behaviors through Interpersonal communication and mass communication activities. The main strategies of IPC are:

- Cine mobile
- Peer education
- Support Group
- Others

### **INTERPERSONAL COMMUNICATION (IPC)**

#### *CINE MOBILE*

PSI reached out to a lot of people through this strategy. Generally a documentary film discussing the chosen subject (HIV, FP or CS) is used, we make sure to choose documentaries that are culturally sensitive. After the projection we shared questions, ideas and comments with the public. Prizes were also distributed to people who got the right answers. This strategy worked very well in rural areas (target area for this contract) where people do not have access to TV, electricity and most of the time few amusements in those areas, it is also an opportunity for PSI to air its spots (generic and Branded).

Since PSI is really trying to use more sensitive and culturally fit documentary, which was really difficult, because most of the documentaries are more urban oriented, PSI had to produce a few documentaries. For the first year of the Project with some other donor's funds, PSI produced some documentaries: SAMY which was about safe water and diarrhea, and other one for Malaria, a Family planning documentary etc.... PSI also translated in Creole a soap opera about HIV, created by our Dominican Republic counterparts (PSI/DR) named "Amor de Batey". PSI is also in the process of finalizing a radio drama show called JESULA that will embrace all the three components of the project. All the PSI documentaries received approval from the MSPP/DPS/PE central direction and received as well some technical advice from others directly involved in the subject matters that were discussed in the these documentaries like the PNLS, PNCM etc... This strategy was used a lot after the January 12<sup>th</sup> 2010 earthquake in the camps areas.

PSI is the only partner using the cine mobile strategy to reach out to rural populations, other partner like FOSREF also used "Documentary projections" as a strategy in their different youth centers.

#### *PEER EDUCATORS*

Peer education is also another strategy used by PSI and partners to reach out to people in the different geographical departments. As a strategy, partners will train a network of mostly youth to talk with other youth, they will trained as well as network of commercial sex workers (CSW) to reach out to other commercial sex workers etc... This strategy is broadly used and is a main component of the project. People will choose in the community to reach out to other people like them living in their own area. This activity is not only supervised by the partners' supervisors but also by the PSI field Coordinator who is present in each department.

## *SUPPORT GROUPS*

This strategy is also a peer education strategy, but these support groups have different messages to transmit to the community. They are women groups engaged in their community, composed of caretakers and they are able to discuss mostly CS and FP with their peers (other caretakers). Their main objectives are:

### Family Planning

- To promote the use of a modern family planning product
- To discuss the secondary health effect of the products
- The economical gain of using a FP method

### Child Survival

- To promote the use of ORS (oral rehydration salts) to other women particularly caretakers, in case of diarrhea.
- To Promote hygiene in their community
- To sensitize other women about the health benefits of using treated water

## *OTHERS*

Especially PSI's family planning team is also using other strategies to reach out directly to the community:

### Couples

The couples are real couples using a family planning methods who are reaching out to people mostly in churches, but also in their own communities, they are also church goers and they visit mostly people from their congregation but also others churches. This strategy is really useful and highly appreciated by the population.

### Integrated HIV/FP team

In each HIV VCT mobile team PSI has a family planning counselor who addresses the family planning needs and counsels people while they are waiting for their tests. Any HIV + positive person, who wants to has the possibility to have a great talk with the family planning counselor before leaving.

### Medical delegates

They are mostly reaching out to doctors, nurses or any health care professionals that are working in the field of family planning. But from time to time they will also have IPC activities in some health centers visited.

## **2- YEARLY RESULTS FOR PROMARK ACTIVITIES**

### **A) TRAINING**

In order to harmonize the interventions, PSI with the help of the partners put in place a common training guide for the Project. The goal of this guide was to develop the broad aspect of communication, the rules necessary to conduct the activities (IPC, MASS, Support Group) and the key messages to transmit to the target groups during these activities. The objectives of that training were also to share the PROMARK objectives with the main personnel's related to the management of the project. This training/Information session lasted eight days for the trainers and senior staff on the partner organizations. The curriculum presented in this guide for the interventions will be replicated in three days for the members of the networks. The training's agenda considered the three components of the project (HIV, FP and CS).

A total of 1,064 people were trained for HIV, family planning and child survival, in addition to them, 29 people were specifically trained for FP and 144 on CS. For HIV the number of people trained represents 145% of the objective, 143% for FP and 164% for CS.

The over achievement of that particular target was strategic because we had some difficulties that lead to a slow start of the project implementation:

- There was a delay in finalizing the contract with one of our main partners CA/POZ. They were not allowed to start implementing activities before a signed contract, which was finally signed late in December.
- On January 12<sup>th</sup> 2010, Haiti had one of the biggest earthquakes of its history of a magnitude of 7.0 that killed more than 300,000 people. This had slowed the process of full implementation of the project.

Because of the slow start of the project and in order to get as close as possible to our programmed target PSI and its partners had decided to train more people than planned so we would have more people on the field conducting more activities in a shorter period of time. As a result we can say that we had succeed because more than 75% of the persons that were supposed to be reached through our IPC activities were touched.

From October to December 2009 PSI conducted a mapping of its sales points by recruiting a local firm "SONJE Haiti", at the beginning of the project, because of that mapping PSI was able to identify and geo-reference 5,433 of sales points in its sales and distribution network. After the January 12<sup>th</sup> earthquake, PSI proceeded to an Audit evaluation of its sales point in order to find out what percentage of our sales points were still active.

## **B) BEHAVIORAL CHANGE COMMUNICATION (BCC)**

### **INTERPERSONAL COMMUNICATION**

PSI through the IPC strategies reached a total of 321 080 persons in total among them 125,656 for HIV which is 90% of the year target, 96,866 for FP which is 60% of the yearly target and 98,558 for water which is 98% of the yearly target. The two main reasons why the results were so low for family planning are:

- Because the different networks tend to do activities where they feel themselves more comfortable which is HIV, since most of them were used to those kind of activities in the past, and FP and CS were new to them. PSI and its partners did see that and rapidly worked towards finding a solution by reinforcing the

trainings and supervisions in these two project components. For the last quarter the targets were reached above the attended results.

- The start of the support groups was slow right after the earthquake; nevertheless 77% of them are operational now. The support group strategy is the basis for our family planning IPC activities.

## **MASS COMMUNICATION**

In terms of mass communication strategies PSI adopted three different approaches:

- Mass Media Communication through campaigns
- Special Events
- Promotional Activities

### *MASS MEDIA COMMUNICATION/CAMPAIGNS*

In This area PSI created spots, jingles and IEC materials to be distributed during IPC activities or mass events. For this year PSI elaborated marketing plan for all the three components (HIV, FP, CS) of the project. PSI also designed the different archetypes of the targeted population that they will reach through PROMARK activities. Those marketing plans are the backbone of all PSI communication interventions. These plans were presented to USAID and PSI received approval for them. Those plans are actually being implemented, there are still a few decisions that USAID need to take in order for PSI to move on and fully implement these plans. PSI is responsible for both generic and branded campaign.

Different campaigns were launched by PSI, “PLIS KONTWOL” for family planning, “ABRITE’W” a generic HIV campaign for youth that PSI re-broadcasted this year while waiting for the preparation of the new one name “JISKOBOU” that will come out soon. PSI is also preparing a campaign to encourage people to get tested, a campaign for Child survival etc....

### *SPECIAL EVENTS*

These are mass events where PSI staff or its partners staff go to an area on some particular occasion, like carnival, “Fetes Patronales” or any other special occasions in a community and launch great mass events with music, etc... during these activities PROMARK has sensitized the population on HIV, FP and CS with different messages and the PSI staff organized product promotional activities in the event.

For this year a total of 361 mass events have been realized for PROMARK by PSI and its partners. They reached an estimated of 490,037 persons on a national level mostly in rural areas.

### *PROMOTIONAL ACTIVITIES*

PSI is the only one responsible for the promotion of its products (PANTE, REYALITE, PILPLAN, CONFIANCE, SEL LAVI and DLO LAVI). Beside Branded campaigns mentioned earlier to promote its products PSI also uses promotional mass activities. This year a total of 274 promotional activities were conducted reaching directly an

estimated 256,540 persons. This year PSI had to rethink its sale and distribution strategy, renew its vendor team; these reasons explain why only a quarter millions of people were reached through promotional activities.

### **C- SALES AND DISTRIBUTION NETWORK**

Sales figure for this year are not up to PSI expectations, considering the universe of opportunities of the targeted population. Beside oral contraceptive sales target that reached 99% and female condoms reached 82%, all the other sales figures were below 75%. It is important to remember that the January 12<sup>th</sup> earthquake played a role not obtaining our sales objectives but has also provided us with the opportunity to review our sales strategies and distribution network since our sales data have been stagnant for the past 3 years.

Thus for the past six months PSI has recruited five new vendors to replace the ones that left during the second quarter of this year, recruited as well some new personnel to reinforce the sales department like an MIS specialist. PSI also reviewed the job descriptions of these new sales agents and will soon train them on the latest policies and strategies that will be put in place for the sales and distribution unit with the help of a hired international consultant. PSI was aware and had discussed with its COTR that the sales figure would drop while it was trying to redesign its sales network.

### **D- RESEARCH and M & E**

PSI is continuing to improve its Monitoring and Evaluation Unit by recruiting more people and is in the process of finalizing its data base system, with the firm GAMA. In the research area PSI this year has conducted:

- One national Census to identify and geo-referenced all PSI sales points.
- A second Census after the earthquake of January 12<sup>th</sup> to assess PSI networks in the most three affected departments (West, South-east and Nippes)
- Two Sales point Audit Evaluations, the results of those audits have been used by PSI to rethink its sales and distribution strategies and also were used by the Communication team to finalize their marketing plan.
- Two qualitative survey for REYALITE AND PANTE that were used by the communication team for the preparation of the marketing plan for both of those products and especially their repositioning.
- One qualitative study on CSW client perceptions and behaviors around HIV/AIDS and was presented as schedule during the XVIII International Conference on HIV at Vienna
- One FoQUS on Secondary effects of injectables as recommended by the MOH/DSF and MSPP/DPS/PE before repositioning the injectables as the best method for the young girls



- One TRAC PF men in two departments North-west and Grande Anse), to define male perception when it comes to family Planning
- Lots of pretesting for IEC materials, radio and TV spots etc.....

### **III- CONCLUSION**

PROMARK is about to start its second year, based on the results obtained so far, this Project is doing well. PSI needs to reinforce its acquisitions from last year and continue to improve its interventions for this year. PSI is thinking about renewing some of its strategies for next quarter based on field and operational findings. We will discuss these new strategies with our COTR in order to move on. PROMARK will continue to strengthen its relationship with the MOH and all the other partners and focus will be put on the supervision of the field activities. PSI is currently reviewing its sales and distribution strategies in order to ameliorate its distribution network and its sales. The biggest challenges for PSI this year were, its sale data that were not up to its expectations, considering the universe of needs of its target population. In regards to sales, this upcoming year we will address the problematic as a whole and we expect to increase the sales data next year, especially to respond to the need of the Haitian population and particularly those of our target groups.

**PSI Annual DATA breaking down by partners**

<b>Indicator Number</b>	<b>INDICATORS</b>	<b>Disaggregated by</b>	<b>Year one Targets (June 09 - Sept 10)</b>	<b>PSI results</b>	<b>POZ results</b>	<b>FOSR EF results</b>	<b>Cumulated results for June 09 – Sept 10)</b>	<b>% Achieved for year (June 09- Sept 10)</b>	<b>Comments</b>
	<b>HIV INDICATORS</b>								
	Number of individuals reached through community outreach that promotes HIV/AIDS prevention through other behavior change beyond abstinence and/or being faithful	Sex	140000	46498	33809	45349	125656	90%	
	Number of individuals trained to promote HIV/AIDS prevention through other behavior change beyond abstinence and/or being faithful	Sex	735	222	466	376	1064	145%	This was a strategic decision in other to gain on late implementation
	Number of male condoms sold	None	787500 0	429984 0	0	0	429984 0	55%	
	Number of female condoms sold	None	232500	189570	0	0	189570	82%	
	<b>FAMILY PLANNING INDICATORS</b>								
	Number of oral contraceptive units sold	None	622500	614730	0	0	614730	99%	
	Number of injectable contraceptive units sold	None	483750	225418	0	0	225418	47%	
	Number of people receiving information about Family planning through IPC	sex	160800	49113	16729	31024	96866	60%	

	Number of people trained in Family planning	sex	765	251	466	376	1093	143%	This was a strategic decision in other to gain on late implementation
	Number of women support group put in place to help women use correctly FP method	sex	56	9	17	16	42	75%	
3.1.7.2.F	Couple Year Protection (CYP) provided through contraceptive sales	None	208563	123631	0	0	123631	59%	
	<b>CHILD SURVIVAL INDICATORS</b>								
	Number of branded ORS product units sold	None	1260000	883983	0	0	883983	70%	
	Number of branded clean water product units sold	None	157500	105176	0	0	105176	67%	
	Number of people trained for SWS	sex	735	366	466	376	1208	164%	This was a strategic decision in other to gain on late implementation
	Number of people receiving information about safe water through IPC	sex	100500	38916	32119	27523	98558	98%	
	Number of women support group put in place to help support safe water (the use of ORS and Dlo lavi) to treat and avoid diarrhea	None	56	10	17	16	43	77%	
	<b>MARKETING INDICATORS</b>								
	Number of new sales point delivering MS products	Area	956	1198	0	0	1198	125%	After the earthquake of January 12 <sup>th</sup> we had to open more

									sales points in order to replace those that have been destroyed by the earthquake
	Number of special events/mass activities conducted	Area	N/A	123	66	172	361		
	Number of people reach through mass sensitization activities	None	N/A	274877	22040	193120	490037		
	Number of promotional activities realized for our branded products	None	N/A	274	0	0	274		
	Number of persons reached through our promotional activities	Sex	N/A	256540	0	0	256540		